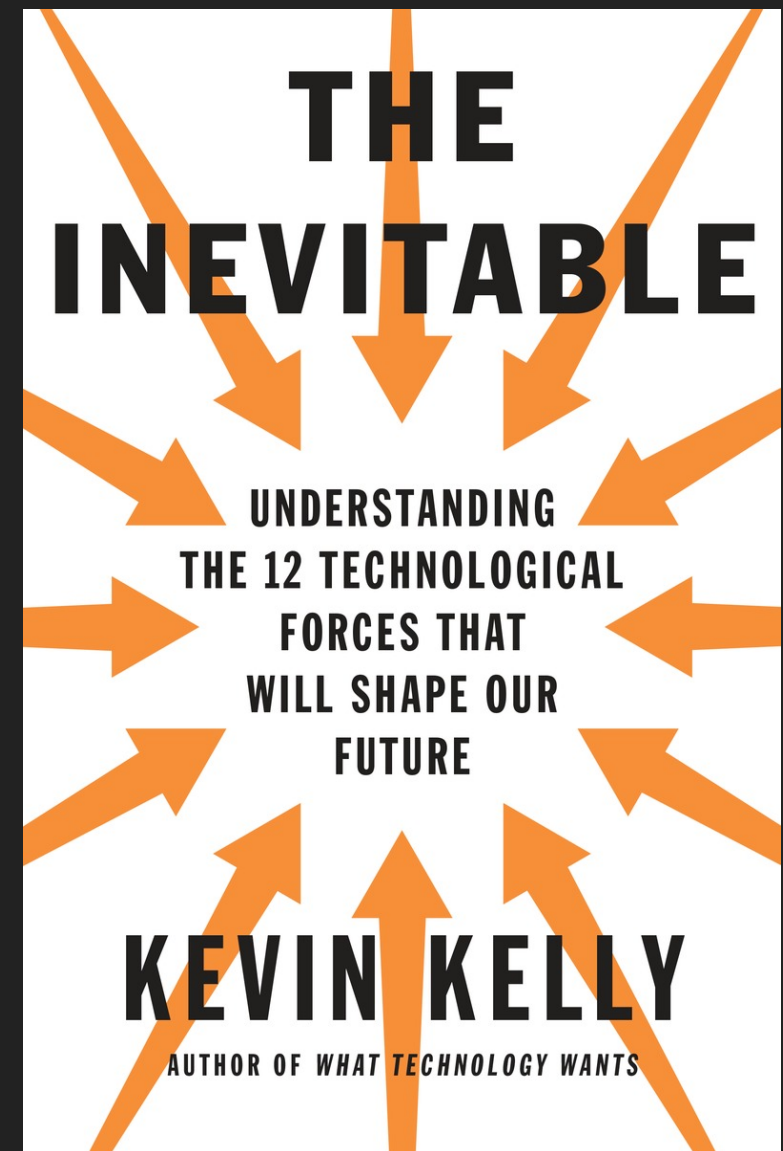


the inevitable

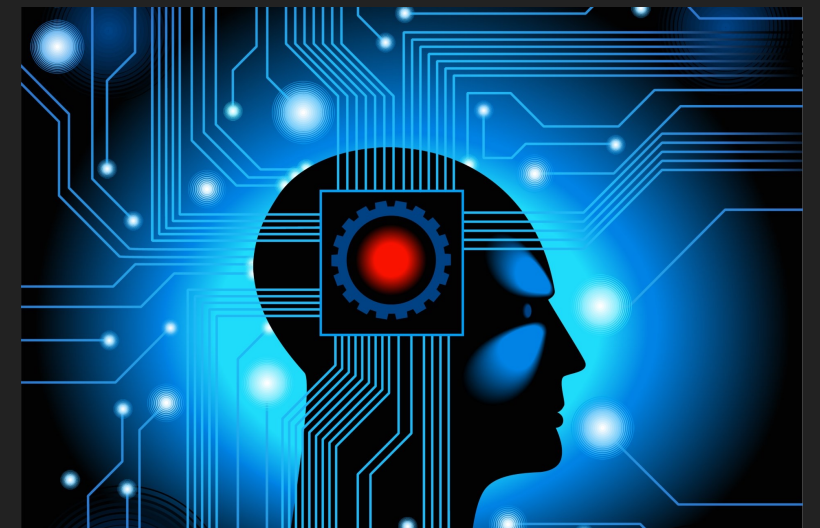
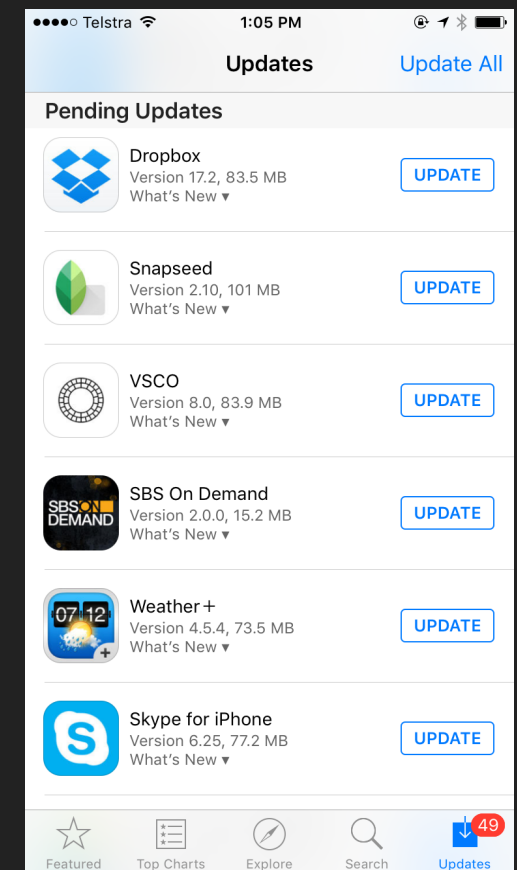
kevin kelly

understanding the 12 technological forces that will shape our future (not the tl;dr version) **the gold text** is my take on what is most relevant for libraries



1. BECOMING: always upgrading |
incremental motion | failing to see what the
web will become | users making & creating |
web anticipating our needs | from static &
owned to upgrading services &
subscriptions | stop waiting on perfect |

2. COGNIFYING: not just AI, but networked AI |
in the cloud | AI becoming more embedded
into everything & getting cheaper | it is
consciousness-free | increasing robotics |
bots taking some jobs, but help us dream up
work that matters | deeper, richer
engagement & more personalised services |



3. FLOWING: an age of constant streams |
from stocks to just-in-time & subs | better
than free? now, personal, interpretation,
authentic, accessible, embodiment,
patronage, discoverable | digital =
liquidity | fluidity of page, edition,
container, growth | 4 stages of flowing (all
media): fixed, rare -> free, ubiquitous ->
flowing, sharing -> opening, becoming |
impacts on dematerialisation | is this a
new digital literacy? |

NETFLIX

tumblr.



4. SCREENING: all surfaces as screens | not just words | screens can hyperlink, network | moving to single networked literature, then: long tail finds more audience; deeper grasp of history; new sense of authority cultivated; library as platform for cultural life | screens encouraging more contemplation(?) | screen provoking action |



5. ACCESSING: using without owning at all times | five deep trends: dematerialisation; real-time on-demand; decentralisation; platform synergy (sharing); clouds |



6. SHARING: collaboration & extreme decentralisation | new social arrangements: sharing -> cooperation -> collaboration -> collectivism | tension around bottom-up development and need for some direction | crowd funding, crowdsourcing, microfinancing & beyond - crowd organise & crowd make? |

flickr

goget



7. FILTERING: harnessing personalisation to anticipate needs | abundance means we need help to navigate, triage, so we use filters | recommendation engines | how to break out of the bubble? | cheaper everything except experience |



8. REMIXING: unbundling and remixing | mashups | transformation, not copying | complex legal issues re “ownership” & IP | most important future cultural works will be those remixed the most |



9. INTERACTING: immersion via VR & AR |
VR's enduring benefits from its interactivity |
more intimacy -> senses -> immersion to
maximise engagement | AI is helping
animate **games** now | VR enhances realness
so can help rewire brain circuits | **more fluid**
identities (UX → UI) |



10. TRACKING: total surveillance for the
benefit of society | benefits: **public health**;
searchable, retrievable, shareable data;
productivity, creativity; organising,
reshaping, reading our lives | **more data =**
more metadata (real wealth) |



11. QUESTIONING: collectives like wikipedia
amplify power | how far can it go? textbooks,
movies, music, law, governance? | what we
thought impossible is now possible | more
answers: constant questioning | questions are
more valuable than answers | a good question is
what humans are for | finding & using data |



12. BEGINNING: towards convergence on a
massive scale that connects all humans and
machines into a global matrix | we are merely at
the beginning | still facing challenges: regions,
fences (rights), censorship, corporations |
advocacy |

craigslist

CONSTANT THEMES: early days |
collaboration & sharing |
decentralisation | unbundling |
dematerialisation | using the
hive-mind | personalisation |

IMAGE SOURCES:

The Inevitable cover <http://kk.org/> |

AI brain <https://a2ua.com/ai.html> |

Joan Baez and Bob Dylan – Archives Foundation <https://flic.kr/p/fuPbuD> |

Warhol's Campbell's Soup Cans – irem sen gunaydin <https://flic.kr/p/cPrvh> |

VR image <https://www.whatech.com/mobile/news/136523-facebook-announces-360-degree-video-with-samsung-s-gear-vr> |

AR phone image <https://www.engadget.com/2016/06/28/augmented-reality-is-making-a-comeback/> |

Other logos from the company websites |

Phone screenshots from my iPhone |